

CASE STUDY

Wilson Supplements Experiences Exponential Growth Using the Volusion Platform



INDUSTRY

Sports Nutrition Supplements

FOUNDED

2015

LOCATION

Raleigh, NC

EMPLOYEES

4 Full-Time

WEBSITE

wilsonsupplements.com



“Volusion has a very solid platform that has really enabled us to scale—they’ve been able to handle our exponential growth masterfully.”

Jeff Wilson,
Wilson Supplements



Background

In 2015, Jeff Wilson was running the daily operations for his family's business. An entrepreneur from an early age, Jeff had always been interested in starting his own business, and began looking for something to do on the side while continuing his daytime management job. His existing interests in working out, dieting, and supplements eventually led him to the niche audience of bodybuilders, and he began building his own business. As a result, Wilson Supplements—a company specializing in sourcing and selling sports nutrition supplements—was born.

Initially, Jeff planned to solely sell his products on Amazon and eBay; however, he quickly found that his business was outgrowing the limitations of selling on another company's platform. He needed more flexibility to continue scaling quickly as well as the ability to build up his own brand with its own story. With this in mind, Jeff began searching for an ecommerce platform where he could sell his products and build brand loyalty.

The Challenge

Jeff realized that his business required a platform that could adapt quickly to changes as his inventory and brand continued to evolve. He needed a site that could be found online easily by his target audience, conveyed authority and trustworthiness, and stood out from his competitors in a positive way—all while operating at 110%. His search for an ecommerce platform that would meet all of his needs led him to Volusion.

“You don't want to be selling your products on someone else's platform to someone else's customers if you want to take your business to the next level.”

“Volusion is a bulletproof system. The SEO marketing program is allowing us to diversify our product offerings and acquire more market share.”

The Solution

Volusion offered Wilson Supplements a robust ecommerce system with all of the integrations needed to start a website—and build a brand—from scratch. Its built-in SEO capabilities meant that Jeff’s audience would be able to find him online easily, and its industry-topping hosting speeds meant that his site visitors would encounter superior user experiences. Additionally, support was always on-hand to assist with technical questions and setting up the new site.



Results

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Built-In Capabilities

One of the main things that made Volusion attractive to Jeff was its many built-in conversion optimization capabilities. Running on the world's fastest ecommerce hosting platform means that the Wilson Supplements site is faster than its competitors' sites, helping with organic search. Volusion's compatibility with Google has also helped with his PPC initiatives, and its SEO features have reduced the amount of work that needs to be done to ensure high search engine rankings.

Integrations

Volusion's robust assortment of integrations means that Jeff has everything he needs to run the front-end portion of his business in one place. The Wilson Supplements online store uses Atandra T-Hub to streamline order fulfillment, QuickBooks Enterprise for inventory and expenses, Constant Contact for email marketing, and many other integrations and apps offered by the ecommerce platform to run smoothly and seamlessly. For other design updates, Volusion's support team has been able to write custom HTML code to achieve Jeff's vision for the site.

Premium Checkout

Jeff implemented Premium Checkout for his store to check out the new functionality offered by Volusion within his Prime plan. Since turning the feature on in his online portal, Jeff has observed an increase in conversions, and has even had customers comment on the smoothness of the checkout process on their desktops and phones.

By the Numbers

After moving to his own platform, Jeff saw a 90% growth within the first year—and the business has only expanded since then. Wilson Supplements experienced tripled sales during 2020, and January 2021 was the company's biggest month ever. Since implementing Premium Checkout on his online store, Jeff has observed a 24% increase in conversions.